

ERIC SIN

UX Designer

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Education

User Experience Design Bootcamp

General Assembly

March 2023 - April 2023

B.A Hons in Interior Design

Sheffield Hallam University, UK

September 2015 - December 2018

Diploma in Interior Design

INTI International College of Arts

September 2012 - December 2014

Skills

Design Tools

Figma, Sketch, Framer, Webflow, Miro, Wix, Wordpress, HTML, Pagefly, Adobe Creative Suite, Notion, Slack, AI Prompting, Midjourney, ChatGPT, 3ds Max, Vray, AutoCAD, SketchUp.

Design Skills

User Experience, User Interface Design, Empathy, User Research, Journey Map, Wireframing, Information Architecture, Prototype, User Testing, Interaction Design, Branding & Design Systems, Product Thinking

Honors & Awards

Recipient of Transform Together Scholarship Awarded

Sheffield Hallam University, UK

December 2018

International Student Ambassador

Faculty of Arts, Computing, Engineering and Sciences, (ACES) by Sheffield Hallam University, UK

December 2017

Gold, Hoardings Design Competition

The Sheffield Institute of Arts Faculty, UK

January 2016

Experience

Juz Interior, Singapore • Project / Interior Designer

March 2022 - December 2022

Led residential design projects from conception to completion, resulting in highly satisfied home owners and increased conversion by 30% for the company. Ensured adherence to budgetary constraints and timely project delivery. Crafting Design Visuals, 3D Prototypes, Virtual Reality Experiences, Personalized Interior Home Spaces, Functional user spatial layouts.

Urban Fuod, Malaysia • UX/UI Designer, Co-Founder

September 2019 - January 2022

I led on design direction, brand identity, user experience, and product packaging, collaborating with engineers on front-end coding. I also conducted market research and user feedback sessions. Crafted responsive wireframes and high-fidelity prototypes using Figma and Pagefly. Conducted usability testing, and interviews to gather insights and inform design decisions. Created user personas, journey maps, and user flows to identify pain points and uncover opportunities to enhance the user experience. Monitored and analyzed user behavior through A/B testing on Google Analytics, leading to data-driven design improvements. Successfully launched ecommerce website on Shopify, Lazada, and Shopee, achieving a 300% increase in user engagement. Optimized conversion-focused UX funnel designs to maximize ROI, resulting in a 60% increase in sales revenue.

One Shot Nutrition, Malaysia • Product Designer (Remote)

September 2019 - February 2022

I led the design strategy and helped to set product direction, and supervised 2 remote designers. I designed new features and overhauled the visual design for marketing and the product. Mentored junior designers and contributed to successful rebranding initiatives. Successfully launched product on Lazada, and Shopee, achieving a 200% improvement in conversion rates. Awarded Best Seller Recognition on Lazada and Shopee for outstanding sales performance and product success.

Axis Architecture & Design, UK • Interior Designer

November 2016 - August 2017

Developed a new design direction for high-end commercial architecture projects, resulting in stakeholder satisfaction, retention and increased business opportunities. Led User Research, City Layout Planning, 3D Rendered Visuals, Spatial Branding, Physical and Touch Interaction Design projects with the design team.

HLM Architects, UK • Contracted Interior Designer

June 2016 - September 2016

Employed new CAD design system and BIM software to iterate and resolve construction queries. Spearheaded interaction/visual design direction for user-focused commercial architecture projects, resulting in a 20% increase in user satisfaction ratings. Created 3D task bundles for design systems and oversee design consistency throughout projects implementation.

DB&B Design, Malaysia • Interior Designer Assistant

March 2014 - June 2014

Collaborated with a diverse team of design professionals to develop user-centric design concepts aligned with client's objectives, resulting in increased client satisfaction and positive feedback. Assisted Quantity Surveyor in assessing budget implications for product sourcing and materials.